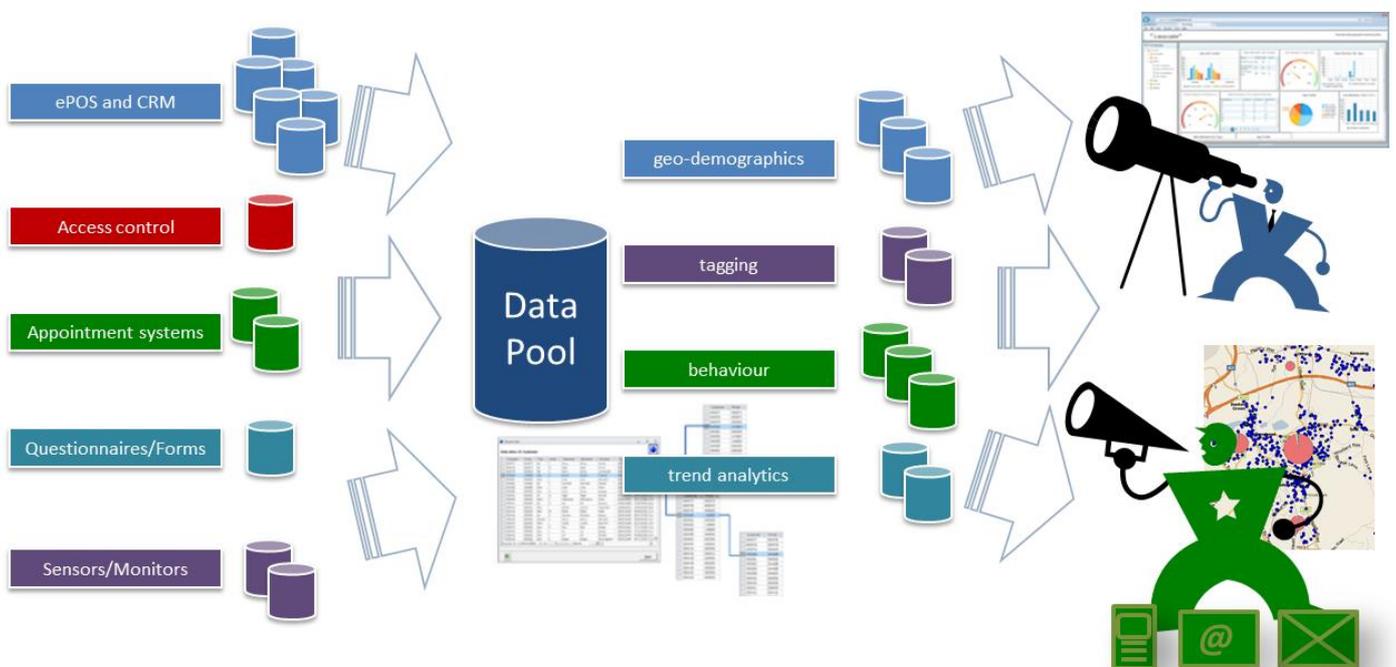


DataPool

Cascade^{3d} has developed a national on-line database providing BIG DATA analytics to report on member movement and participation. This large database provides insight into behaviour using a range of geo-demographic, Sport England and life-stage segmentation.

Cascade^{3d} is a leading provider of analytics and communication software which enables our clients to understand and modify behaviour and to deliver highly personalised messages and alerts to target customers. Data capture has grown enormously in recent years and now includes information from point-of-sale, access control, tracking, sensor and monitoring systems, websites and mobile devices, **Cascade^{3d}** can take data from all these sources to provide a rich platform for understanding and influencing behaviour.

Cascade^{3d} DataPool



- **Cascade^{3d} DataPool** stores data streamed via broadband connections to the cloud service. This includes anonymous member, activity participation and transaction data.
- **Cascade^{3d} Online Analytics** module is used for preparing and presenting the data such as membership length (median), attrition graphs and rates, retention statistics, new joiner rates, age and gender demographics and Sport England segmentation and participation analysis (e.g. swimming lessons, classes and pay and play activities)

Insight and data driven communication

- Trend and behaviour data can be used to increase customer engagement, participation and repeat activities.
- The **Cascade^{3d}** analytics platform runs on Microsoft/Intel based servers, either hosted in datacentres or installed on in-house servers. Sensor data collection and streaming is possible via Intel based gateways. The online system is compatible with web browser enabled devices including PC's, tablets and smartphones.

DataPool terms of use

The **Cascade^{3d} DataPool** only holds anonymous membership and participation data. The purpose of the DataPool is to provide trend data and comparative analytics which enable organisations to enhance products and services for their customers.

- Data uploaded to the **Cascade^{3d}** DataPool is anonymous. No member/customer names, addresses, telephone numbers, email addresses, other contact details or identification information will be held in the DataPool
- Any data uploaded to the DataPool is owned by the contributing organisation and may be removed from the DataPool at any time
- Organisations will be provided with login details which must not be divulged to other parties
- Organisations will be able to set and amend their site and organisation classification for comparative analytics. This will include organisation type, business drivers and objectives, memberships and activity participation classifications
- Organisations will need to hold a valid **Cascade^{3d}** Online Analytics licence to access the DataPool web service
- Fees for uploading the data to the DataPool will be based on the volumes of data of the contributing Organisation. Please refer to the current Fees and Charges sheet
- Organisations will be able to identify their own sites/facilities within the comparative analytics. However, this data will remain anonymous to other users
- Organisations may not pass on reports to third parties or publish the data without the written consent of **Cascade^{3d}**. This is to prevent compromising the service for the other contributing organisations
- **Cascade^{3d}** may use the DataPool for analytical purposes and to provide industry insight reports on a commercial basis. No member/customer or organisation will be identified in reports
- **Cascade3d** may work with Sport England, UK Active, national governing bodies and other industry organisations to prepare insight reports. No information about individual members/customers or organisations will be divulged or identified in reports
- **Cascade3d** will develop the Online Analytics module used by contributing organisations. These organisations will be consulted to steer functionality requirements and standards.